Intro to video marketing

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Why use video?

- **Video is becoming more and more popular across all online platforms**
- **Video is a more efficient way of getting more information across in less time, and people are more likely to engage with video content**
- Video marketing comes in a lot of different forms, like ads, explainer videos, walkthroughs, and more
- We'll cover the basics of video strategy and the stages of producing video content: pre-production, production, and post-production